Worldwatch Institute

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Dear Concerned Citizen:

If 1988 was the year that the environment moved onto the front page, then 1989 was the year that it moved into the political mainstream. In their search for reliable information about the health of the planet, unprecedented numbers of people are turning to our "annual physical" of the earth--**State of the World**.

Sales in English alone passed the 100,000 mark, making it "a runaway best seller" according to the *Wall Street Journal*. **State of the World** is now translated into all the major languages--Arabic, Chinese, Dutch, French, German, Indonesian, Italian, Polish, Portuguese, Russian, and Spanish--making it the most widely used public policy document in the world.

Acclaim for **State of the World** is universal:

[] It is "a report of astonishing insight and clarity," according to the chairman of the 1988 Toronto Conference on the Changing Atmosphere, Canadian Ambassador Stephen Lewis.

[] It is "arguably a more accurate and provocative picture of the globe" than the president's State of the Union Address, writes *Time* magazine columnist Hugh Sidey.

[] It "carries a message of importance to policy planners of all nations," according to the *Los Angeles Times*. It "has the courage to take a cool, scientific look at what is happening and try to figure out the causes," writes the *New York Times*. "Carefully spelled out and documented," says the *Washington Post*.

Now in its seventh year, **State of the World** has become the de facto official assessment of the planet's condition:

When Mikhail Gorbachev was preparing his landmark 1988 speech to the U.N. General Assembly on redefining national security, he drew heavily on **State of the World**. When Margaret Thatcher hosted an international conference in early 1989 to strengthen support for safeguarding the protective ozone layer, she used a chapter from **State of the World** as the principal conference document.

As public concern with the degradation of the planet rises, environmental action groups are forming by the thousands. Whether protecting tropical rain forests in the Amazon, protesting the construction of nuclear power plants in the Soviet Union, or organizing recycling programs in the United States, people the world over are turning to **State of the World** for guidance.

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